

CLAIMS

1. A process for enhancing the viewership of television advertisements
5 in a digital video recorder (DVR) environment, comprising the steps of:
partitioning the beginning and end of each commercial break in a
program segment;
wherein each partition is of a predetermined length of time; and
wherein said beginning and end partitions are carefully authored to
10 provide a teaser to entice the viewer to watch multiple commercials during
the break.
2. The process of claim 1, wherein said teaser is a set of images or logos
that indicate a commercial relating to a particular advertiser is present.
- 15 3. The process of claim 1, wherein said teaser is a menu or short
sequence of animations designed to catch the viewer's attention and
persuade him to watch the commercial break.
- 20 4. A process for enhancing the viewership of television advertisements
in a digital video recorder (DVR) environment, comprising the steps of:
partitioning the beginning and end of a television advertisement;
wherein each partition is of a predetermined length of time; and
wherein said beginning partition and said end partition contain the
25 more important content designed to get the desired message across to the
viewer in the predetermined length of time.
5. A process for enhancing the viewership of television advertisements
in a digital video recorder (DVR) environment, comprising the steps of:
30 providing a storage device;
recording television program material onto said storage device;
receiving advertisements from an external source;
storing said advertisements on said storage device;

selecting an advertisement from said storage device;
playing back said television program material from said storage
device to the viewer; and

wherein said playing back step displays said advertisement to the
5 viewer before and/or after said television program material is played back to
the viewer.

6. The process of claim 4, wherein said selecting step selects said
advertisement based on the viewer's viewing preferences and/or personal
10 data.

7. The process of claim 4, wherein said selecting step selects an
advertisement to be displayed after said television program material is
played back to the viewer that is different than the advertisement displayed
15 before said television program material is played back to the viewer.

8. An apparatus for enhancing the viewership of television
advertisements in a digital video recorder (DVR) environment, comprising:
a storage device;
20 a module for recording television program material onto said storage
device;
a module for receiving advertisements from an external source;
a module for storing said advertisements on said storage device;
a module for selecting an advertisement from said storage device;
25 a module for playing back said television program material from said
storage device to the viewer; and

wherein said playing back step displays said advertisement to the
viewer before and/or after said television program material is played back to
the viewer.

9. The process of claim 7, wherein said selecting module selects said
advertisement based on the viewer's viewing preferences and/or personal
data.

10. The process of claim 7, wherein said selecting module selects an advertisement to be displayed after said television program material is played back to the viewer that is different than the advertisement displayed before said television program material is played back to the viewer.

11. A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

providing a storage device;
recording television program material onto said storage device;
receiving advertisements from an external source;
storing said advertisements on said storage device;
15 selecting an advertisement from said storage device;
playing back said television program material from said storage device to the viewer; and
wherein said playing back step displays said advertisement to the viewer before and/or after said television program material is played back to the viewer.

12. The method of claim 10, wherein said selecting step selects said advertisement based on the viewer's viewing preferences and/or personal data.

13. The method of claim 10, wherein said selecting step selects an advertisement to be displayed after said television program material is played back to the viewer that is different than the advertisement displayed before said television program material is played back to the viewer.